

# THE GLEICHEN CALL

VOLUME 47 NO. 35

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## Successful Show

The entertainment called the "Nut Cracker" staged by the Women's Auxiliary to the Canadian Legion in the Community Hall one evening last week was a huge success in every way. A capacity crowd was on hand to enjoy the fun.

The entire show was put on by the ladies with Mrs. Bob Oliver as master of ceremonies.

The singing and acting made a great hit with the audience judging by the gales of laughter. The ladies must have given a lot of thought and practice to the different plays because it was all so original.

The Arrowwood ladies produced a show of their own that was one of the hits of the evening.

Profits from the show is to be donated to the polio fund.

## TIPS ON PREPARATION OF FRUIT CAKES

Many homemakers have already made their Christmas fruit cake. Aging or ripening improves the flavor and if it is stored in a cool place the earlier it is made the better. This applies of course, to the rich dark fruit cakes which would always be made prior to one month before Christmas. White fruit cakes or cakes with a lesser amount of fruit should be made closer to Christmas.

Be sure to use good quality ingredients in your fruit cake, advises Miss Joyce Lewis, nutrition specialist, Alberta Department of Agriculture. Do not use raisins or currants that show any sign of mold. Dried fruits do not ordinarily mold, but occasionally they do contain spores which may not be destroyed in the baking of the cake. It is also a wise idea to scald seedless raisins and currants before using them, she says. Let them stand in boiling water a minute, then drain and spread on a tray covered with absorbent cloth or paper to remove excess moisture.

Incidentally—a tip to the new bride—you do not need to pick your currents over one by one. Wash in an abundant supply of water and any which should be removed will rise to the top.

Glaze or candied fruits that have dried out from standing may be softened by placing them in a sieve and steaming over boiling water.

If your receipt calls for mincemeat be sure the mincemeat is not too moist. Some commercial mincemeats are quite juicy. Drain off the juice and use it as part of the liquid called for in the recipe.

Be sure to dredge your fruits and nuts with flour. Use for this some of the flour required in the recipe. The coating of flour keeps them from sinking to the bottom of the cake. If additional flour is used the cake will be dry.

Always bake your fruit cake in a slow oven. Grease cake tins and line with four layers of heavy waxed paper or three layers of brown paper. Grease again. If your cake has a tendency to burn on the bottom place the cake tin on cookie sheet which has been covered with a layer of salt.

Fruit cake should be stored in a sloped covered container in a cool place. Wash, scald and cool container thoroughly before putting the cake in it. A scoop of brown sugar or an apple placed in the container with the cake will help to keep it moist.

## Town & District

Mr. and Mrs. L. Koefoed left last week for a holiday trip in the States.

Mrs. Ted Krause left Tuesday to visit her husband west of Edmonton. She will be away for a week or so.

Mrs. J. O. Bogate of Calgary spent a day in town last week visiting members of her family.

Edith Jones accompanied by



Every Sunday evening a quiet devotional program consisting chiefly of hymns and anthems may be heard on the CBC. The program "Sunday Chorale" is the work of a group of Winnipeg choristers, above, under the direction of W. H. Anderson, with F. Hubble at organ. Under one title or another, the group has been heard on the CBC networks for more than 15 years, and brings the largest and most enthusiastic batch of fan mail reaching CBC's studios.

his father Mr. Jones spent Friday in town on business. While here they called on their friend Mrs. Erford.

For the past week Bob Haskayne, the Pioneer Meat Market man, has had a squad of men under the supervision of W. Hayes, laying a new floor in the shop. Bob says sawdust is getting scarcer by the month and he thought he had better get some inlaid linoleum down before the supply of sawdust ran out.

George Leach a guest at Even-tide Home died Saturday at the age of 88 years. He was born in Ontario and had lived in the province for the past forty years. He came to Gleichen from Acadia Valley where he farmed for many years. He is survived by a wife and several children. The remains were shipped to Acadia Valley by G. W. Evans where the funeral will take place.

The usual Remembrance Day service was held in the Community Hall last Thursday morning commencing at ten o'clock. Those taking part in the service were Rev. W. Morrison, Majors Hopkinson and Broom of the Salvation Army. Major Broom delivered the address. There was a good attendance by members of the different organizations and public. After the service wreaths were laid at foot of the cenotaph by different organizations, the Last Post sounded and the flag raised to the top of the mast.

During the past few weeks there have been a number of close calls of boys and girls in town being either killed outright or at least severely injured, as a result of careless riding on bicycles. Not long ago a boy through downright carelessness, ran into a car, but fortunately neither the bicyclist nor the car was going very fast, and the only result was a bad scare on the part of both. It is useless for press to warn the children of the danger they run, for that duty devolves upon the parents, and every father and mother should impress upon their sons and daughters the absolute necessity of using precaution while riding, when crossing streets in the centre of blocks and the main highway. At the crossings the pedestrians have some rights, but in the centre of blocks they apparently have none.

The Indians, according to a Gleichen man, were "the greatest agricultural geniuses in history." That statement will require a great deal of proof and clarification. Are not our modern white farmers, with their irrigation, their fertilization, to adaption of crops to the soil, and so on, more proficient at their job than those under-privileged savages? Undoubtedly yes. In these respects our white men are the best farmers ever known. It must have been in the matter of labor saving that the Red men were superior. They knew a thing or two about that. White men have machinery, of which they are justifiably proud, but machinery, we admit, does only a part of the farm work that must be done. The Red Men, not so easily satisfied with imperfection, had women who did all of it.

This is expected to reduce the quality of English wheat which can be used to make satisfactory flour by perhaps as much as 10 percent. The same situation will undoubtedly exist in other European countries which, like Britain may have to reduce the percentage of domestic wheat in the grist. This, perhaps, is one of the reasons for the cautious optimism expressed with regard to future exports of high quality Canadian wheat, of which there is an abundance in store.—World of Wheat.

## Now Is The Time

The lightness of the-polling at some municipal elections in recent years raises a point. It is the possibility that people look upon the federal, provincial and municipal governments as having ranks with different degrees of importance. The phrase "three levels of government" suggests the same thing. Perhaps it is a product of it.

Let us admit at once that this impression may be quite wrong. It is hard to confirm from figures because special municipal and provincial issues in particular areas sometimes produce some very high polls. Similarly, the various elections take place at different times in the year and this, too, may provide special circumstances.

Nevertheless it is hard to scan polling results across the country and still avoid the impression. The percentage vote for federal elections does seem to be on an average, greater than that for the municipal.

If such an attitude of mind on the part of the electorate exists, it is a serious matter. It is quite unsound to picture the federal government as the major league, the provincial as the minor and the municipal as the peewees. Hardly a single person would deny this.

And yet, if any conclusion at all can be drawn from the voting figures, it is that, in the mass, this is indeed the general tendency of thought.

Man's dignity resides in individuality. It is dispersed and diluted in direct proportion as he subordinates his thinking to that of larger and larger groups. If the example of the polling booths is not isolated but indicative of weakness in our national character, a descent from individual dignity.

Maybe now is the time to ex-

amine our consciences. If such a situation exists at all, the need to remedy it is urgent. Many municipal elections will be held within the next few months. Let us not be deceived by their familiarity into viewing them with contempt.

## Husbands! Wives! Want new Pep and Vim?

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## Hardy Icelandic sheep said best for Canadian Arctic

OTTAWA.—Hardy Icelandic sheep are the most likely to survive in the Canadian Arctic, says Arni G. Eylands, assistant secretary of Iceland's agriculture ministry.

Mr. Eylands indicated in an interview Iceland might provide a number of sheep if Canada goes ahead with plans to start sheep breeding in the Far North to improve Eskimos' living standards.

He said Icelandic sheep were exported to Greenland 40 years ago for breeding purposes, and the animals have been thriving there ever since.

**Yields finer wool**  
Scottish black face sheep might also prove successful but not as much as the Icelandic type which, he said, provides a finer wool and more mutton. Some of the wool crop is exported to the United Kingdom.

Mr. Eylands is visiting here and among other things will discuss the problems of sheep breeding in colder climates with Canadian officials.

Agriculture experts last summer surveyed pasture possibilities on the southern shore of Ungava bay in far northern Quebec.

They reported the possibilities

as reasonably bright.

Vegetation for summer pasture was found in small patches but field crops and soil experts said they believed a hardy type of grass for winter feeding might be raised.

### Discuss forestation

Mr. Eylands, who came from talks in Washington, said he also will approach Canadian officials at the forest experimentation station near Petawawa, Ont., to discuss forestation in the treeless little island country of the North Atlantic.

Other talks here will touch on the possibilities of a Canadian elderdown industry for the Arctic. Canada has a large duck population but no industry for elderdown, used mostly as stuffing for sleeping bags and heavy parkas. Iceland has a thriving industry.

### Health greatest worry producer

There are many people who worry over their health, their finances or their businesses or their domestic affairs. For many, the subject that gives most trouble is that of health.

Usually, there is some symptom that they translate into terms of one of the more serious diseases and they do considerable brooding about it but they do not do the logical thing and go directly to the doctor who could either confirm their fears and then help them with treatment, or, if those fears were groundless, could reassure the worried person.

Worry can contribute to illness—it can help cause fatigue, indigestion, and sickness that only the psychiatrist can treat. It must be remembered that most diseases are curable or, at the least, their effects can be lessened if the doctor is given a chance to diagnose and treat them in the earliest stages.

### Kitchen Meditations By JANE DALE LESSONS FOR A YOUNG GIRL

She can be taught to write and read;  
To knit and sew, and attend each;  
To knit and sew, and attend each;  
She can be taught all cookery lore;  
Good simple arts and many more.  
If someone only takes the trouble  
Her knowledge soon would nearly double.

But who can teach her grace and charm  
The art of keeping clear of harm?  
Teach her to know when friends are true;  
The time to play and the time to do;  
Teach her beware of rash love's spell;  
The pain and joy no heart will tell;  
How to avoid pitfalls and strife?  
Now who will teach her. Naught but life!

### Funny and Otherwise

"Have you told Mr. Smith he's just become the father of triplets?"  
"Not yet—he's shaving!"

Patient: "How can I ever pay you for your kindness to me?"  
Doctor: "By cheque, money order, or cash."

"Was my husband intoxicated when he came home last night, Mary?"  
"I didn't notice anything, ma'am. He only asked for a mirror to see who he was."

One of Levinsky's customers was notorious for his slowness in meeting liabilities. In desperation Levinsky sent the following letter:  
"Sir—Who bought a lot of goods from me and did not pay?—You. But who promised to pay in sixty days?—You. Who didn't in six months?—You. Who is a scoundrel, a thief and a liar?—You're truly, Al Levinsky."

A customer was sitting in a barber's chair when a man burst into the shop shouting: "Hi! Mr. Smith's house is on fire!"  
The customer shot out of the chair, dashed for the door, and ran like a hare up the street. After a time he stopped suddenly. "Gosh!" he gasped, "my name isn't Smith!"

3116



WHILE THIS 6-MONTHS-OLD LEOPARD looks tranquil enough his owner carefully holds his paw against a possible change in temper. The 'kitten' was the most sharp-clawed entrant in the annual Feline Exposition in Paris.

## Home Workshop



These angelic figures made of stiff paper and painted in bright colors will be found most useful at Christmas time. The pattern gives tracing diagrams for a variety of sizes and styles. Some stand six inches high holding a song book. Use these for table decorations. There are several sizes for tree decorations. And for hand-painted greeting cards that just fit an ordinary envelope. Each step is illustrated on the pattern from tracing the outline of the figures to the fascinating part of using ordinary water colors to bring out the unusual realism of these figures. This pattern is 320 and may be ordered separately at 35c or it will be included in the Christmas Decorations Packet of five standard size patterns for \$1.50 postpaid.

### Manitoba to open office in London

Manitoba will open an industrial development office in London, England, at the beginning of the new year, it has been announced by Hon. R. D. Turner, minister of Industry and Commerce.

The minister made the announcement at Dauphin to delegates attending the annual convention of the Manitoba Chambers of Commerce.

Mr. Turner emphasized that the province has no intention of setting up an elaborate establishment overseas. It will be, instead, "a businesslike operation designed to fit the needs of Manitoba."

The minister was convinced, he added, that "if we want to do a selling job in the United Kingdom and Europe we must do it ourselves."

At the same time, he said, a Manitoba office could get the support and co-operation of other Canadian agencies now located in London, including banks, railways and federal government departments.

### Fifty rabies cases reported

EDMONTON. — The Alberta rabies control committee has warned that the danger of rabies is not over.

The committee reported about 50 confirmed cases have occurred in the province since September 1963, with half of them in the Athabasca area in the province's northeastern corner and the remainder scattered across northern Alberta.

The cases closest to Edmonton were two in the Westlock area 50 miles north. The disease spread into Alberta from the Northwest Territories in 1962.

## Man., Sask. get \$76,000 hospital aid

OTTAWA.—Hon. Paul Martin announced that Manitoba and Saskatchewan will receive more than \$76,000 in federal grants under the terms of the National Health Program.

The Birtle District Hospital at Birtle, Manitoba, will receive a \$26,313 grant. The funds will help meet the cost of replacing the present hospital building which is now considered obsolete. The new building will house 16 active treatment beds, a six-basinet nursery, operating and delivery rooms, x-ray and laboratory facilities, a community health centre, and an eight-bed nurses' residence.

A grant of \$24,227 will also go to Manitoba. It will be used to assist in the purchase of x-ray equipment for the St. Boniface General Hospital. It is expected that the new equipment will enable the hospital to improve its diagnostic facilities and to provide

### Speeding car dangerous car

Fast driving may seem like fun but it isn't healthy, either for the driver or for the pedestrian. The car that is driven at top speed is not under control—limits are established by authorities who know traffic conditions. Even on a long apparently clear stretch of country road, it isn't safe to take chances—there's always the chance that an impulsive dog may dash out or that unlikely blowouts may occur. At a high rate of speed, it is usually impossible to bring the car to a stop in time to avoid an accident. The roadside signs that tell you the speed limits are there for your protection and also the other drivers.

more extensive training in the use of x-ray facilities.

Saskatchewan is to receive a \$25,150 grant which will be used to strengthen the rehabilitation programs at the Regina and Saskatoon Physical Restoration Centres. These centres provide rehabilitation facilities for disabled persons for whom the provincial health authorities are responsible.

Since the end of the war British Columbia's factory output has increased in value by more than 100 percent.

## Golden Fish 'n' Batter

Heat shortening (it should be at least two inches deep) to 370° in a deep-frying pan. (If a fat thermometer is not available, test fat temperature with a cube of bread—the bread should brown in 60 seconds). Cut 1 pound fillets of any suitable fish into serving sized pieces and sprinkle lightly with salt. Mix and sift into a bowl 1 c. once-sifted pastry flour (or ½ cup once-sifted all-purpose flour), 1½ tps.



Magic Baking Powder and ½ tsp. salt; stir in ¾ c. very cold water and beat until batter is very smooth. Dip fish pieces in batter and then fry in heated shortening, turning once, until golden. Drain thoroughly on absorbent paper, sprinkle lightly with salt and keep hot until all fish has been cooked. Yield—4 servings.

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GOOD

Fine blend of world-renowned Canadian cheddar. Smart to serve surrounded with crackers... easy to slice for snacks or sandwiches... delicious in any recipe that calls for cheese.

INGERSOLL  
Baby Roll

—By Chuck Thurston

### PEGGY

OH PEGGY, IT'S OUT OF THIS WORLD—SIMPLY DIVINE! WHO HELPED YOU PICK IT OUT?



PEGGY



MARGE? I KNOW SHE'S NOT THE TRUEST FRIEND, BUT WHEN IT COMES TO SHOPPING, YOU CAN'T BEAT HER!



WHEN I WAS TRYING TO DECIDE BETWEEN THE PINK AND THE ORANGE DRESS YESTERDAY, SHE RAVED SO ABOUT THE PINK ONE—



—THAT I FIGURED THIS ORANGE ONE MUST REALLY BE SOMETHING!!



## ARTHRITIS

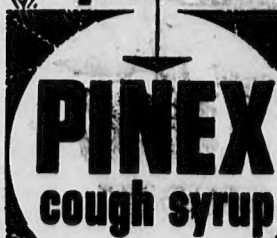
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Very first use of soothing, cooling liquid D. D. D. Prescription positively relieves raw red itch—caused by eczema, rashes, scabification, chafing—other itchy troubles. Creams, ointments, 3pc trial bottle must satisfy or money back. Don't suffer. Ask your druggist for D. D. D. PRESCRIPTION



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**PINEX CONCENTRATE**  
For economical mixing at home with honey or syrup. Makes 16 ounces of pleasant-tasting cough medicine.

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For extra convenience, buy Pinex in the Prepared form.

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## OUR COMPLETE SHORT STORY—

## The chickens were laughing

—By BASCOM BIGGERS III

SUSAN waved a last goodbye, even when her sister and brother-in-law were out of sight and could not see it, and then went back into the empty house. They were gone and she had not gone with them. She clutched her little fists tightly, as though they could hold the tears in check, and sought quickly something to do. Her sister had insisted on helping with the dishes before they left. The kitchen floor. That hadn't been swept. She got the broom.

From out back, beyond the trees, came the cackle of the chickens. Before, the sound had kept her company, and she had imagined the chickens were laughing over some tremendous joke. Now the chickens only heightened the aloneness, laughing at her because she had stayed behind. Even the twitter and chirp of summer birds were hateful this morning as they emphasized the silence.

The plopping of the leaky faucet kept a steady beat to the swish of her broom. Last night she had laughed at the dripping faucet which none of them could stop. Now she noted it so much she could yank it from the wall. Nothing was any fun alone.

The tears brimming her eyes broke loose, and she sat down on the kitchen stool and cried. They had begged her to go with them.

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No longer be annoyed or feel ill-at-ease because of loose, wobbly, false teeth. **PASTENTH**, an improved alkaline (non-acid) powder, sprinkled on your plates holds them in place so they feel more comfortable. Avoid embarrassment caused by loose plates. Get **PASTENTH** today at any drug counter.

### Fiery, Itching Skin Gets Quick Relief

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MOONE'S EMERALD OIL not only helps promote rapid and healthy healing in open sores and wounds, but boils and simple ulcers are also quickly relieved. In skin afflictions the itching of Eczema is quickly eased. Pimples, skin eruptions dry up and scale off in a very few days.

MOONE'S EMERALD OIL can be obtained at any drug store satisfaction or money back.

### Fashions Figure flattery



4786  
14½—24½  
by Anne Adams

Fashioned for the half-size-out to properly fit the shorter, fuller figure! Sew-easy— you're sure to want more than one. Select stripes—they're slimming, form lovely chevron-effect in front! Popular 4-gore skirt drapes gracefully from neckline.

Pattern 4786: Half Sizes 14½, 16½, 18½, 20½, 22½, 24½. Size 16½ takes 3¾ yards 39-inch fabric.

This pattern easy to use, simple to sew, is tested for fit. Has complete illustrated instructions.

Send thirty-five cents (35c) in coins (stamps cannot be accepted) for this pattern. Write plainly Size, Name, Address and Style Number and send orders to:

Department P.P.L.,  
Anne Adams Pattern Dept.,  
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"It won't cost you anything but for your food," her sister had said, "and it'll be a wonderful month's vacation in Colorado, a place you've always wanted to see."

"Go on, honey. I'll manage here all right," George had said.

And she had wanted to go. Oh, she wanted to go! But she said, "No, I think I'd better not."

She said it at least once during every day of the week her sister was there. And she said it this morning with George gone to work and just her there to tell them goodbye. She said it choking back the tears, smiling until they were gone, and pretending she didn't really mind too much. But she did. And she resented George because she hadn't gone.

It was all right for him. He went to town to work every day where he met people and had company. But she was out here all alone every single day, with the nearest neighbor a mile away. The car didn't really span the difference, because when she visited a neighbor it always seemed more like a formal visit than a casual dropping in. And often there was never time. Oh, at times like these she hated this place and almost hated George too for putting her way out here.

Wiping her eyes she went down the hall to the bedrooms, half wondering if the beds would be made. Of course they weren't. The rumpled masses of white sheets and night clothes made the rooms seem an untidy mess.

She turned from them and hurried into the livingroom. This morning she would not make the beds. She didn't care if they never got made. Today she was going to do only what she wanted to do. She was going to get away from this house and all its loneliness.

Grabbing the keys from the mantle, she pulled the door closed behind her and ran out to the car. She was a little frantic in her movements, as though she were trying to escape something. The car purred warmly. She slipped it into first and slid out of the driveway into the road.

Now that she was moving, she wondered where she would go. She didn't want to talk to anyone just now. For one crazy moment she thought of dashing after her sister and telling her to wait, she would go after all, that the house could run itself.

Again resentment against George burned her thoughts. He should be able to get along without her for a month. Why hadn't he insisted that she go? He should have known her sense of duty wouldn't let her do otherwise.

She passed a flaming brushpile and a thought prickled at her mind. Had she left the stove on? In the excitement of telling her sister goodbye, had she or hadn't she cut the eye off underneath the coffee? Of course the house was in no danger, but it would crack the new glass coffee pot if all the water had boiled out. And they were trying to save money. George had said he hoped they could have enough to take a vacation together toward the end of the summer. She had forgotten all about that.

At a fork in the road she turned the car around quickly and headed back home. She had to be certain that the stove was off.

She had forgotten all about that vacation she and George had planned. Or at least she thought she had forgotten. The idea of a vacation with her sister seemed completely unimportant in comparison. It wasn't the house or worrying about George not being able to get along without her that had made her refuse to go. It was this vacation with George. If she had gone now she couldn't have gone with him. And a vacation with him was what she wanted more than anything.

Pulling into the driveway she stopped the car, jumped out and hurried into the house. She had cut the stove off after all. She smiled and took the coffee pot from the stove, putting it on the window sill. Which reminded her, she had wanted to make some new curtains for the kitchen out of the flowered feed sacks. She had been planning that when her sister arrived and got everything out of order.

She would sew those curtains this morning, but first she would make the beds. As she headed for the bedroom she heard the chickens beyond the trees laughing at a very funny joke.

(Copyright Wheeler Newspaper Syndicate)

### FAMOUS FOR FLOWERS

The name of Addis Ababa, capital of Ethiopia, means "new flower" and the city is famous for its many varieties of flowers.



NOTHING TO BLUBBER ABOUT—Greenland orphans in a Copenhagen, Denmark, orphanage enjoy a rare treat, raw whale blubber, taken from stranded whales. It's better than candy, to judge by the expression on their faces.

## Salmon will get assistance upstream on spawning runs

OTTAWA.—Tank trucks and a watery ski-jump will help the Capilano-river's coho and steelhead salmon bypass a new 280-foot high dam north of Vancouver.

The tank trucks will tote the salmon to the river's upper reaches on their annual upstream spawning runs.

The ski jump, built into the face of the dam's concrete spillway, will provide a safe descent for yearling fish on their way to the ocean. About two-thirds of the way down, a projection will send water and salmon shooting

outward thus avoiding a crushing impact on water at the foot of the dam.

The twin mezzuriers for conserving the Capilano's salmon runs were described in the federal fisheries department's magazine, Trade News.

Conservation steps became necessary with the building of the giant dam near the Capilano's mouth to provide a reservoir of water for the Vancouver area. The river runs down from the mountains lining the north shores of Burrard Inlet, north of Vancouver.

Flow diverted  
During construction of the dam, the river's flow was diverted through a tunnel in the canyon wall. This fall the tunnel will be closed.

Coho and steelhead bound upstream to spawn will be diverted by a steel fence stretching across the river into a 300-foot-long concrete fishway which leads to a series of three concrete pools.

Using the principle that spawning salmon always swim against the current, fisheries engineers have planned water flows through the pools to lead the fish into the third, or loading pool. A giant steel hopper then lifts the fish and empties them into a tank truck. The salmon will be returned to the Capilano several miles above the dam. Pumps will keep oxygen circulating in the closed tanks during the trip.

### Pedigree Hereford cattle for Regina

About 30 of the best British pedigree Hereford cattle will be shipped to Canada to take part in an international show and sale which will be held in Regina, Sask., in July 1955, as part of Saskatchewan's centenary celebrations.

This was announced this week by Mr. Jack Gibson, president of the Hereford Herd Book Society, at the society's annual meeting at Hereford, England. Mr. Gibson said that the world-wide demand for pedigree Hereford cattle has never been greater than it is today.

### CEREMONIAL GARB

CALGARY.—The Calgary Highlanders are to be outfitted in new uniforms, a gift from honorary Colonel Eric L. Harvey, oil magnate. The uniforms recall the older type ceremonial garb with scarlet tunics, gold epaulettes, kilts and busbies.

### JUBILEE CALENDAR

Saskatchewan's official jubilee calendar, featuring 13 full color photo enlargements went on sale early in November. 3116

## Canadian women could be 'perfume-shy' says expert

REGINA.—Canadian women may be perfume-shy, and Roland Haumont, Canadian representative of a famous French manufacturer, would like to find out why.

Mr. Haumont is touring Canadian cities to find an answer to the situation. But he has a few ideas of his own. For one thing, he admits high prices may be a factor.

High prices cannot be remedied easily, he says. Manufacture of perfumes is a costly process, involving skilled laboratory technicians, purchases of costly formulas and high tariffs and government taxes.

### Expensive packaging

Another factor is the elaborate packaging. Experience has shown that purchasers insist on the trimmings, he said.

It's possible that Canadian women may be chary of buying perfume because advertising campaigns put too much emphasis on sex, Mr. Haumont says.

"Many women have reached the stage where they feel that to use perfume is a little, shall we say, too obvious and not quite in good taste."

"This is what comes of having blatant promotion that tells the woman to use this fragrance at her own peril."

In an effort to woo the women away from this apparent aversion, perfume manufacturers have resorted to a variety of disguises. Perfume now is sold as an essence, a cologne—really a diluted perfume—sachet, a liquid and powder form, perfumed creams, dusting powders, lotions, bath salts and even talcum.

### Strictly Anglo-Saxon

Mr. Haumont says the use of dusting powder and talcum is strictly Anglo-Saxon. French women never use them or any of the byproducts of the real thing, with the exception of cologne. French women have a "dainty habit" of putting a liberal dash of cologne in water when rinsing lingerie.

Perfumes come from one of three basic essences, orris root, ambergris and musk. To these are added the proper proportion of alcohol and a little water. Some perfumes are applied better to fabrics than to the skin which may turn it rancid. But some perfumes react the other way. Russian aristocracy introduced the use of perfumes with furs before World War I, each odor complementing the other.

Heat sufficient to produce steam can be found in the earth at a depth of 12,720 feet.

## PATENTS

AN OFFER TO EVERY INVENTOR. List of inventions and full information sent free. **THE RAMSAY COMPANY**, Registered Patent Attorneys, 273 Bank Street, Ottawa, Canada.

## Flaky COFFEE CAKES

● These toothsome Flaky Coffee Cakes are a sample of the superb results you get with new Fleischmann's Active Dry Yeast! No more anxiety about yeast cakes that stale and weaken! Fleischmann's Active Dry Yeast keeps full-strength, fast-acting without refrigeration—get a month's supply!

### FLAKY COFFEE CAKES

● Scald ½ c. cream, 2 tbs. granulated sugar, 1 tsp. salt and ¼ c. shortening; cool to lukewarm. Meanwhile, measure into a large bowl ½ c. lukewarm water, 1 tsp. granulated sugar; stir until sugar is dissolved. Sprinkle with 1 envelope Fleischmann's Active Dry Yeast. Let stand 10 minutes, THEN stir well.

Add cooled cream mixture and stir in 3 well-beaten eggs. Stir in 2 c. once-sifted bread flour; beat until smooth. Work in 2½ c. (about) once-sifted bread flour. Knead on lightly-floured board until smooth and elastic. Place in greased bowl and grease top of dough. Cover and set in a warm place, free from draft. Let rise until doubled in bulk. Mix ¾ c. granulated sugar and 2 tps. ground cinnamon; sprinkle half of this mixture on baking board. Divide dough into 2 equal portions and turn out one portion onto prepared board. Roll out into a 12" square; fold from back to front and from one side to the other. Repeat rolling and folding 3 more times, flouring board lightly if it becomes sticky. Seal edges of folded dough and place in a greased 8" square cake pan and pat out to fit the pan; butter top lightly and press walnut halves well into the dough. Sprinkle remaining sugar and cinnamon mixture on board and treat second portion of dough same as first portion. Cover and let rise until doubled in bulk. Bake in a moderate oven, 350°, 15 mins., while preparing the following syrup; simmer together for 5 mins., 1 c. granulated sugar, 1½ tps. grated orange rind, ¼ c. butter or margarine and ¼ c. orange juice. Quickly pour hot syrup over the 2 partially-baked cakes and bake cakes about 15 mins. longer. Stand baked cakes on cake coolers for 20 minutes, then loosen edges and gently shake from pans.



### THE TILLERS



—By Les Carroll



**IS YOUR SEED DEAD OR ALIVE?**  
 Don't Guess — Be Sure — Have It Tested  
**SEE OUR AGENT NOW**  
 For RELIABLE — FREE Seed Testing and  
**PIONEER GLYCOL ANTI-FREEZE — The Best By Test**  
 It Pays to Pull to the Pioneer  
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**GERMINATION TESTS**  
 Be sure to check germination of  
 home grown seed. Don't let poor  
 germination reduce your crop yield  
 next fall.  
 See your ALBERTA PACIFIC AGENT for free germination service  
**ALBERTA PACIFIC**  
 GRAIN COMPANY (1941) LTD.  
 SERVING ALBERTA PRODUCERS WITH OVER 100 COUNTRY ELEVATORS



## HERE AND THERE

My wife knit me a sweater  
 While watching our TV.  
 The program was exciting.  
 One sleeve is six-feet three!

Don Nason, age 14, was burnt  
 about the face when he found a  
 cartridge and took the powder out  
 of it and put it in a paper bag  
 and lit the bag.

A nice shower of rain fell late  
 Monday night. There was enough  
 rain to settle the dust.

Mr. and Mrs. M. Bolinger and  
 their daughter Mildred have re-  
 turned from a trip to the southern  
 States.

Mr. and Mrs. Ronnie Cross of  
 Suffield spent Sunday in town  
 visiting at the home of Mr. and  
 Al Wilson.

Mr. and Mrs. C. Beaudin are  
 at present enjoying a holiday in  
 the western States.

Dick Haskayne and Miss D.  
 Koefoed spent the weekend here

visiting relatives. They are  
 attending the university at Ed-  
 monton.

Norman Riddell, the building  
 contractor has been confined to  
 his home for the past week  
 through illness.

Joe Davenport who is driving  
 a "cat" for Ted Krause west  
 of Edmonton spent the weekend  
 here visiting relatives.

Col. Herbert Richardson, Sal-  
 vation Army, England, now re-  
 tired, spent Thursday visiting  
 Army officers at Eventide Home.  
 The Colonel spent seven years in  
 Germany immediately after the  
 war reorganizing the Army. He is  
 now touring America lecturing  
 on Army affairs in Europe. He  
 can tell some terrible stories about  
 the way the Russians treated  
 members of the Salvation Army  
 in the countries they overran.

Mr. and Mrs. Ray Cunningham  
 left Thursday evening for a hol-  
 iday trip in the states. They will  
 be away a week or so.

Our age is overdoing every-

thing. We do not know when to  
 stop. We refuse to recognize the  
 danger signals. We are produc-  
 ing too many books, and digest-  
 ing too many inferior books. Our  
 legislators are making too many  
 laws. The world needs leadership,  
 but it will never have the type of  
 leadership it needs until more  
 persons are sure where they are  
 going, what they will do after  
 they get there, and why they are  
 doing what they are doing. Peo-  
 ple are advised not to eat too  
 much, if they wish to reduce the  
 girth, prevent shortness of  
 breath, rheumatism and other ills.  
 Then they start out on a rigid  
 diet, go to extremes, and deprive  
 the body of what it requires. Na-  
 ture rebels and the evil results  
 are as bad as the conditions those  
 persons endeavored to correct.  
 Excess seems to be written in  
 about all we say or do. Moderation  
 in all things is the finest kind  
 of temperance. The age is going  
 rather fast. We need those who  
 know when to stop.

XMAS TREES—All sizes for  
 sale. Orders taken by Mrs. Stott,  
 Phone 77, Gleichen.

WHAT DOES  
**ECONOMIC**  
**AFFAIRS**  
 DO  
**IN ALBERTA**

Nine years ago the Depart-  
 ment of Economic Affairs was  
 founded "to further and encour-  
 age orderly economic, cultural  
 and social development for the  
 betterment of the people of the  
 province in accordance with the  
 principles and requirements of  
 a democracy, and to assist in and  
 advance the proper rehabilitation  
 of men and women returning to



the province from the armed ser-  
 vices of Canada and from war  
 industries." Since that time the Depart-  
 ment has made every effort to  
 fulfill its dual responsibility. The  
 rehabilitation of members of the  
 armed forces and war industries  
 has been accomplished. Now the  
 betterment of the people of the  
 Province is of paramount im-  
 portance and shall continue to be  
 for a long time to come.  
 To provide greater security,  
 more contentment, better living  
 and cultural and social develop-  
 ment for the people of Alberta  
 is the work of the Department  
 of Economic Affairs.  
 There are nine branches in the  
 Department which execute these  
 aims:



Alberta House in London, Eng-  
 land represents the Province in  
 Britain and promotes interest in  
 immigration, industrial oppor-  
 tunities and general information  
 about Alberta among the British  
 people.



Man does not live by bread al-  
 one; and to foster the needs of  
 mind and spirit the Cultural Ac-  
 tivities Branch coordinates par-  
 ticipation in libraries, music, drama  
 art and handicraft;



Alberta's manifold activities  
 are depicted by motion pictures,  
 slides and photographs by the  
 Film Photographic Branch;  
 Industries mean greater pros-  
 perity, and so the Industrial De-  
 velopment Branch promotes in-  
 terest among industrial and bus-  
 iness leaders, as well as assist-  
 ing them with many problems;  
 The thousands of immigrants  
 who wish to settle in Alberta are  
 screened and assisted in the  
 establishment of their homes in  
 the province by the Immigration  
 Branch;  
 News releases, articles book-  
 lets, posters and advertisements  
 about the Province are prepared  
 and sent by the Publicity Bureau;



The Public Relations Office  
 serves as liaison between the  
 Government of Alberta and de-  
 legations, conventions and in-  
 dividuals visiting the Province;  
 The duties of the various  
 Branches of the Department in  
 the Southern part of Alberta are  
 carried out by the Southern  
 Area Office in Calgary;  
 Economic and social better-  
 ment are greatly aided by the  
 tourist industry and the Travel  
 Bureau promotes this valuable  
 trade by advertising and dis-  
 tribution of road maps and tra-  
 vel literatures to thousands of  
 inquirers.

**GOVERNMENT OF THE**  
**PROVINCE OF ALBERTA**

# Pontiac for '55 new from the ground up!

**NEW FROM THE GROUND UP** is the only way  
 to describe this Pontiac! For everything about  
 Pontiac is new... yes, literally everything. We  
 started with the tires—new tubeless tires—and  
 built engineering's greatest triumphs into this,  
 the greatest Pontiac in a long history of great cars.  
 You have to see it to believe it! And that is what  
 we invite you to do, for at last it's here! Yes,  
 this most wondered-about car is destined to  
 take Canada by storm. See it at your local dealer's!



**23 MODELS in 6 GREAT SERIES**



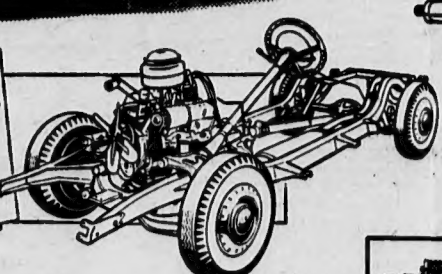
180 horsepower  
 Strato-Stroke  
 V8

162 horsepower  
 Strato-Flash  
 V8

The NEW PONTIAC gives you  
**2 VALVE-IN-HEAD V8's**  
 and a "BIG 6"

145 horsepower  
 Big "6"

The NEW PONTIAC gives you  
 ALL-NEW suspension, front and rear  
 on an ALL-NEW lower chassis to  
 bring you PONTIAC'S fabulous  
 ALL-NEW 4-WAY BALANCED RIDE



The NEW PONTIAC gives you  
 a choice of 4 great transmissions  
 Improved dual-range Hydra-Matic, Super-  
 Smooth Powerglide, Improved Synchro-Mesh  
 PLUS ALL-NEW Multi-Range OVERDRIVE



The NEW PONTIAC gives you  
 ALL-NEW Glamoramic interiors  
 in a host of exciting ALL-NEW fabrics  
 and shades to match the sparkling  
 ALL-NEW exterior colours.



The NEW PONTIAC gives you  
 ALL-NEW Panoramic Bodies by Fisher  
 with full 4-FENDER VISIBILITY



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